

the delivery date that has been accepted by the time order acceptance is closed, accepted until the closing date.

The storage memory K2 is a disk, a semi-conductor memory or the like, which stores a program for realizing the order-receiving center terminal 20, which is a computer, as part of the selling price determining system. This program is run on the order-receiving center terminal 20 to control the operations by the order-receiving center terminal 20, thereby realizing the product information registering means 21, the delivery-date-basis base price determining means 22, the order accepting means 23, the price estimating means 24, and the final price determining means 25 on the order-receiving center terminal 20.

Hereinafter, operations according to this example will be described with reference to the drawings. In the following description, the network 40 refers to the Internet.

First, an operation for registering product information will be described. Referring to Figure 5, the product supplier terminal 30 makes access to the order-receiving center terminal 20 via the Internet 40 (Step A1), upon which the order-receiving center terminal 20 shifts to an awaiting made for receiving product information and the like (Step A2). Then, the supplier terminal sends product information, a price scheme and schedule information of the Product A to be sold on the Internet 40 to the order-receiving center terminal 20 by using the product information sending means 31, the price scheme sending means 32 and the

schedule information sending means 33, respectively (Steps A3, A5 and A7).

The product information registering means 21 of the order-receiving center terminal 20 registers the product information, the price scheme and the schedule information sent from the product supplier terminal 30 in the product catalogue memory 281, the price scheme memory 282 and the schedule information memory 283, respectively (Steps A4, A6 and A8). The product information registering means 21 adds a unique identical product identifier to each of the above-mentioned information to show that they are information of the same product, and sends the product identifier to the product supplier terminal 30 to inform the product identifier to the supplier.

After registering the product information, the price scheme and the schedule information, the product information registering means 21 gives the information and the associated product identifier to the delivery-date-basis base price determining means 22. Then, the delivery-date-basis base price determining means 22 calculates base prices, while the order quantities for respective delivery dates are set to "0", based on a standard selling price contained in the product information, discount rates of the period-based discount section contained in the price scheme and the respective delivery dates contained in the schedule information. Based on the obtained base prices, the delivery-date-basis base price determining means 22 generates a delivery-date-basis base price menu for the intending purchaser and stores it in

the delivery-date-basis base price menu memory 284 (Step A9). The generated delivery-date-basis base price menu is added with the product identifier given from the product information registering means 21.

5 The operation in Step A9 will be described in detail. If, for instance, the schedule information contains three delivery dates Y1, Y2 and Y3, the delivery-date-basis base price determining means 22 first obtains periods y1, y2 and y3 from the present time point Y0 to the respective delivery

10 dates Y1, Y2 and Y3. Then, discount rates corresponding to the respective periods y1, y2 and y3 will be acquired from the period-based discount section in the price scheme. Here, the discount rates corresponding to the periods y1, y2 and y3 are, for example, 0%, $\beta 1\%$ and $\beta 2\%$, respectively. The base

15 prices k1, k2 and k3 for the respective delivery dates Y1, Y2 and Y3 are determined by the following equations based on the standard selling price H contained in the product information and the discount rates (i.e., 0%, $\beta 1\%$ and $\beta 2\%$ obtained from the price scheme).

$$\begin{aligned}
 20 \quad k1 &= H \times (1 - 0/100) & \dots (1) \\
 k2 &= H \times (1 - \beta 1/100) & \dots (2) \\
 k3 &= H \times (1 - \beta 2/100) & \dots (3)
 \end{aligned}$$

Then, a delivery-date-basis base price menu containing the base prices k1, k2 and k3 for the respective delivery

25 dates Y1, Y2 and Y3 is generated as shown in Figure 6 and registered in the delivery-date-basis base price menu memory 284. As shown in Figure 6, the delivery-date-basis base price menu includes, other than a delivery date column 61 and